



Pregnancy/Postpartum Protocol Fact Sheet

The single most important thing that you can do for your health and the health of others is to quit using tobacco.

Pregnancy/Postpartum Protocols were designed to improve smoking cessation effectiveness for pregnant and postpartum women. Published evidence suggests that the longer callers participate in cessation programs, the more success they have in their quit efforts. This program incorporates evidence-based practices including at least 5 calls during pregnancy and at least 4 calls postpartum with a dedicated female coach specifically trained to work with pregnant smokers. This FREE program is available in English or Spanish during normal operating hours 8am – 1am EST (7am – 12 midnight CST) at **1-800-Quit Now** (1-800-784-8669).

Eligibility:

- Resident of Kentucky
- Currently pregnant (cannot enroll in program if postpartum but can receive standard services)
- 15 years of age or older (no parental consent required)

Pregnancy Process:

- Participant is welcomed
- Eligibility is determined
- If eligible, intake is completed
- Medical screening is conducted to determine any potential contra-indications for NRT
- Welcome packet is sent to the participant
- Pregnancy/postpartum protocol program is explained with an opt-in option
- If participant is interested, she will be assigned a designated pregnancy coach
- Text messaging is explained with an opt-in option
- Coach documents the due date
- Coach will begin coaching process or set appointment in near future at a time convenient for the participant
- Some participants may use NRT with provider consent
- Reward process for completed calls begins (\$5 per completed call during pregnancy, up to \$25)
- Coaching continues throughout pregnancy and resumes 2 weeks postpartum

Postpartum Process:

- Two weeks prior to due date, coach will send a text or call participant (discuss relapse prevention if necessary)
- If participant has continued using tobacco, she may be eligible for additional NRT with new provider consent
- Coaching calls resume at 2 week intervals
- Reminder text messages will be sent prior to each phone call, if opted in
- Reward process for completed calls begins (\$10 per completed postpartum call, up to \$40)
- Coach will make a total of 5 attempts to reach a participant